

## AMENDMENTS TO THE CLAIMS

### Listing of Claims:

- 22*
- E1*
1. (Currently Amended) A method of providing an electronic marketing presentation, comprising:  
renting out a marketing object container to a first party, wherein the marketing object container is configured to be presented in a web page associated with a second party;  
selecting, by the first party, a marketing attribute configured to describe what marketing objects can be received by the marketing object container; and  
sending the selected marketing attribute to be automatically associated with the marketing object container.
  2. (Original) The method of claim 1, further comprising selecting a marketing object for association with the marketing object container.
  3. (Original) The method of claim 1, further comprising sending a selected marketing object for association with the marketing object container.
  4. (Original) The method of claim 3, further comprising renting out a second marketing object container to the first party, wherein the second marketing object container is presented in a second web page associated by a third party, and wherein the selected marketing object is automatically associated with the second marketing object container.

5. (Previously presented) The method of claim 1, further comprising renting out a second marketing object container to the first party, wherein the second marketing object container is presented in a second web page associated with a third party, and wherein the selected marketing attribute is automatically associated with the second marketing object container.

6. (Previously presented) A method of providing an electronic marketing presentation, comprising:  
providing a marketing object container associated with a first party;  
associating the marketing object container with a website, wherein the website is associated with a second party; and  
automatically associating a marketing attribute with the marketing object container.

7. (Original) The method of claim 6, further comprising selecting at least one marketing object for insertion in the marketing object container, wherein the first party selects the at least one marketing object.

8. (Original) The method of claim 6, further comprising a second marketing object container associated with the first party, wherein the second marketing object container is associated with a second website associated with a third party.

9. (Previously presented) The method of claim 8, wherein associating the marketing attribute with the marketing object container also automatically associates the marketing attribute with the second marketing object container.

10. (Original) The method of claim 8, wherein selecting at least one marketing object for insertion in the marketing object container also automatically associates the at least one marketing object for insertion in the second marketing object container.

11. (Original) The method of claim 6, wherein the second party provides a service to a plurality of parties and at least some of the parties are unrelated, and the unrelated parties are only allowed access to their own marketing presentation.

12. (Original) The method of claim 6, wherein the second party receives a commission based on revenue generated by the first party's marketing presentation.

13. (Canceled)

14. (Original) The method of claim 6, wherein the second party receives fees from the first party for hosting their marketing presentation.

15. (Previously presented) A system of providing an electronic marketing presentation, comprising:  
a processor configured to provide a marketing object container associated with a first party; the processor also being configured to facilitate associating the marketing

object container with a website, wherein the website is associated with a second party; and facilitating automatically associating a marketing attribute with the marketing object container; and  
a memory coupled with the processor, wherein the memory is configured to provide the processor with instructions.

16. (Previously presented) A computer program product for providing an electronic marketing presentation, comprising:

computer code providing a marketing object container associated with a first party;  
computer code associating the marketing object container with a website, wherein the website is associated with a second party;  
computer code automatically associating a marketing attribute with the marketing object container; and  
a computer readable medium that stores the computer codes.

17. (Original) The computer program product of claim 16, wherein the computer readable medium is selected from the group consisting of CD-ROM, floppy disk, tape, flash memory, system memory, hard drive, and data signal embodied in a carrier wave.

18. (New) The method of claim 1, wherein the marketing objects that can be received by the marketing object container include a marketing object of type ad banner.

19. (New) The method of claim 1, wherein the marketing attribute is further configured to characterize the marketing object container as being configured to receive a marketing object having a cross sell feature.
20. (New) The method of claim 1, further including selecting a marketing object for display in the marketing object container, the selection being responsive to the marketing attribute.
21. (New) The method of claim 20, wherein the selection is further responsive to a visitor attribute.
22. (New) A method of providing an electronic marketing presentation, comprising:  
renting out a marketing object container by a first party, wherein the marketing object container is presented in a web page associated with a second party, and the marketing object container is configured to be characterized by a marketing attribute;  
selecting the marketing attribute to characterize the marketing object container as having a campaign type;  
sending the selected marketing attribute for association with the marketing object container; and  
automatically associating the marketing attribute with the marketing object container.
23. (New) The method of claim 22, wherein the campaign type is a promotion.

24. (New) The method of claim 22, wherein the campaign type is an up sell, a sale, or a new product introduction.

25. (New) A method of providing an electronic marketing presentation, comprising:

renting out a first marketing object container of a first party, wherein the first marketing object container is presented in a web page associated with a second party, and the first marketing object container is configured to be characterized by a marketing attribute;

selecting the marketing attribute to characterize the first marketing object container as having a relationship with a second marketing object container;

sending the selected marketing attribute to be associated with the first marketing object container; and

automatically associating the marketing attribute with the marketing object container.

26. (New) The method of claim 25, wherein the relationship between the first marketing object container and the second marketing object container includes a content detail feature or an item detail feature.

27. (New) The method of claim 25, wherein the relationship between the first marketing object container and the second marketing object container includes a category list feature or a search results feature.

28. (New) A method of providing an electronic marketing presentation, comprising:

renting out a marketing object container of a first party, wherein the marketing object container is presented in a web page associated with a second party, and the marketing object container is configured to be characterized by a marketing attribute;

selecting a marketing attribute to characterize the marketing object container as having a timing or priority of display of a marketing object within the marketing object container;

sending the selected marketing attribute to be associated with the marketing object container; and

automatically associating the marketing attribute with the marketing object container.

29. (New) The method of claim 28, wherein the timing or priority of display of a marketing object includes a time period for displaying the marketing object.

30. (New) A method of providing an electronic marketing presentation, comprising:

providing a first marketing object container configured to be presented in a web page and to be characterized by a marketing attribute;

selecting the marketing attribute to characterize a marketing campaign of the first marketing object container;

sending the selected marketing attribute to be associated with the first marketing object container; and

automatically associating the marketing attribute with the marketing object container.

31. (New) The method of claim 30, wherein the marketing attribute is configured to describe what marketing objects can be received by the marketing object container.

~~32~~ 32. (New) The method of claim 30, further including selecting a style template responsive to the marketing attribute, and identifying a visitor to the web page, after selecting the style template.

~~33~~ 33. (New) The method of claim 30, wherein the marketing campaign is an on sale marketing campaign.